



Payer Negotiations Case Study

Payer Negotiations Training

Challenges

- Reimbursement for a new indication across the EU requires excellence in payer negotiations
- Need for market access staff to understand, anticipate, and adequately address payer concerns

Our Approach

- Prepare customer-facing staff to persuasively present and stand by sponsor's value proposition
- Provide participants with general negotiation strategies
- Give participants the chance to practice and refine their strategies in mock negotiations to receive live-fire, real-time feedback from payer/HTA experts and negotiation trainers based on the specific product and new indication
- Support participants to apply general negotiation techniques to specific country conditions

Outcome

- Participants improved key negotiation skills by addressing specific objections in a mock panel setting
- Sponsor has increased confidence in their customer-facing team and ability to obtain reimbursement in Europe
- Better understanding of likely payer/HTA issues based on expert feedback

Global, Streamlined Support

- ✓ One contract to cover all activities
- ✓ One joint project manager, principal lead
- ✓ Kick-off meeting to define plan, roles and responsibilities and align the team
- ✓ European & US experience and guidelines reflected
- ✓ Access to top experts in both regions
- ✓ Scientific, Regulatory, HTA and Communications professionals
- ✓ Consolidated assessment and joint meetings for efficient workstreams

**"Thank you very much for the training!
...it went very well and we have received
a lot of great feedback; some said it was
the best training ever!!"**